



# 2022 Jumpstart State of Sport Report

(Summary)

The 2022 Jumpstart State of Sport Report details the second year of a research study in which Jumpstart partnered with Ipsos and a Canadian academic advisory panel to gauge COVID's impact – and understand how we must respond. Inside the data, there is a clear and compelling story: major barriers to sport remain for Canadian youth. It's having a continued impact on the health and wellbeing of children and on sport organizations, and it has created an uncertain future due to unclear long-term consequences.

The first online poll reached 1,000 Canadian parents of children aged 4 to 17, in December 2021. The second online poll reached 324 providers of sports programming across Canada, also in December 2021. The sample included 96 registered charities, 202 non-profit organizations and 26 other organizations. These represented 16 municipal parks and recreation organizations, 24 multisport facilities, 183 sports organizations/clubs/associations, 29 provincial sport organizations, seven national sport organizations, and 94 other organizations.

## 1) Significant barriers to sport remain for Canadian youth

**Sport organizations report:** Alarm over higher operating costs, lost capacity, and the ability to serve fewer families.

- 75% say the costs of running sport programs has spiked, increasing the cost to parents
- 94% are concerned that youth with already reduced access will be further shut out

**Parents report:** Fewer, more expensive opportunities for kids to participate in sports.

- 54% say the availability of organized sports has diminished; 45% say their child is now playing no sports
- 41% say the costs of participating have increased

## 2) Concerns mount over impact on children and organizations

**Sport organizations report:** Running programs amidst recovery is daunting.

- 91% are concerned about their ability to provide the same level of service to the communities they serve
- 82% are concerned about their ability to run programs in 2022

**Parents report:** Lack of access to sport is negatively affecting children’s health and wellbeing.

- 49% of those who say their children play less sports also express concern about their kids’ deteriorating mental health
- 46% of all parents say their children are feeling isolated, 40% a sense of loss, 39% anxiety and 43% lacking fitness

### **3) Community sport faces an uncertain future**

**Sport organizations report:**

- 80% are worried about obtaining government funding needed to stay afloat
- 85% are somewhat or very concerned about obtaining financial support from non-government sources
- 52% now say it will take until at least 2024 to reach their pre-COVID state
- 33% expressed concern about the permanent closure of their organization
- On average, revenue is down 37% for grassroots organizations. This amounts to an average of \$109,000 per organization.

90% of organizations are concerned about the level of government focus on sport and its importance (up 8 pts from 82% last year), while 87% are concerned about maintaining connection and support for staff and volunteers.

#### **Jumpstart’s Call to Action**

- 1) We are calling on sport, physical activity & recreation leaders to embrace sport for all by:
  - Connecting with community leaders to build equitable, diverse and inclusive spaces, programs & resources
  - Focusing on enjoyment as a priority over performance
  - Encouraging multisport participation and avoiding early specialization and intensification
- 2) Specific to education, we ask schools to adopt a “no-cut sports program” and ensure that ALL children can experience playing sports.
- 3) There is an urgent need for governments and funders of sport at all levels to provide more coordinated capacity and build stronger support for community participation. To do so, we ask that all levels of government and funders:
  - Invest in data collection to better understand what systems, programs and supports will sustain the participant journey
  - Require a de-emphasis on performance as a key indicator of success and focus more broadly on outcomes related to health and wellbeing
  - Apply consistent and transparent standards for quality and safe sport delivery

Download the complete Canadian Tire Jumpstart Charities, Jumpstart State of Sport Report, ([March 2022](#)).